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Ag 84 Wha

What Are You Going to Do About King Cotton?

Your help is needed in a vital educational effort!

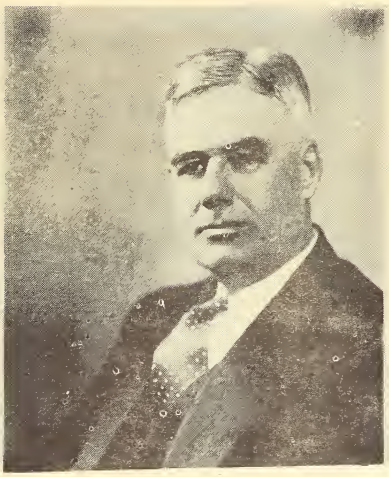
Prepared by the United States Department of Agriculture in cooperation with Southern States Extension Services, The National Cotton Council, and other groups.

Top Men Invite Your Cooperation

CLINTON P. ANDERSON

Secretary of Agriculture

"Everyone who is in touch with cotton growers can render a great service to the South and to the Nation by clarifying basic cotton issues and helping to work out policies at the grass roots. U. S. cotton is up against declining exports, increased foreign production, greater use of competing products, larger stocks on hand. Many farm families dependent on cotton have incomes too low for adequate living."



M. L. WILSON

Director of Extension

"As the age-old problems of cotton and the South's economy become more pressing, new farming patterns are being forged in the South. With them come problems and opportunities that call for understanding. State Extension Services have pledged their utmost to help lay the facts before farm people and outline steps farmers can take on their own farms. In this we are counting on the wholehearted cooperation of all groups and agencies that can contribute to this big and urgent educational job."

OSCAR JOHNSTON

President of Cotton Council:

"Greater efficiency on the individual farm is essential if cotton is to meet the competition of machine-made fibers and cheap foreign growths. The National Cotton Council joins wholeheartedly with the United States Department of Agriculture and the State Extension Services in a program designed to lead the way to higher cotton quality and lower costs of cotton production."

583590

Cotton is Your Affair

- What happens to cotton affects everyone in the South, including every form of business enterprise.
- About 1/4 of farm people grow cotton and many more are dependent on ginning, manufacture, distribution and sale of cotton products.
- A third of farm income in Southern States comes from cotton.

- Everyone uses cotton. For instance, about 3/4 of the Nation's fabrics are made of cotton.
- Cotton is not merely a commodity problem, or a farm problem, or a Southern problem. It is one of the primary issues confronting U.S.A.

For further facts with illustrations on the importance of cotton, see "Facts about Cotton and Southern Farming", described on page 11.

The Problems - - - - -

EXPORTS DOWN

Before World War I -

1910

Between World Wars I and II -

1920

1930

1939

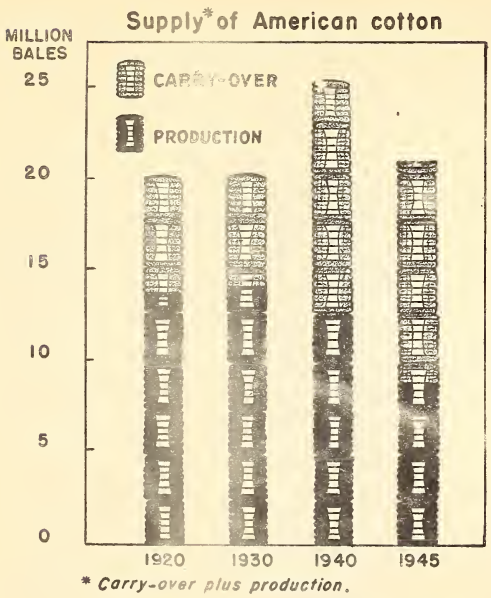
During World War II -

1940-1944 Average

Each boat equals 10% of our cotton crop

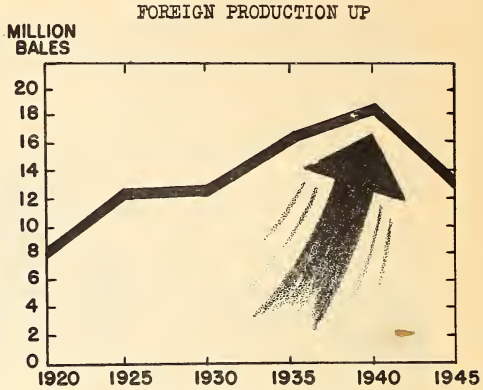
U. S cotton exports have been falling off...formerly half, now only a tenth of our crop.

CARRYOVER UPS SUPPLY



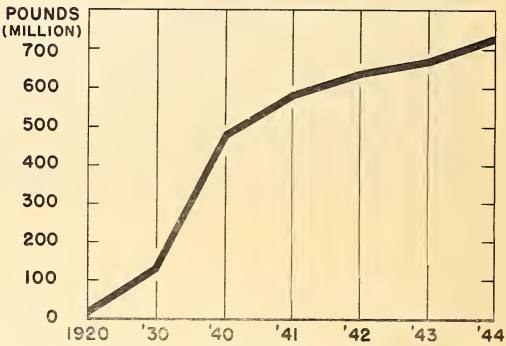
U. S. and world cotton stocks are piling up, with a year's supply in the U. S.

FOREIGN PRODUCTION UP



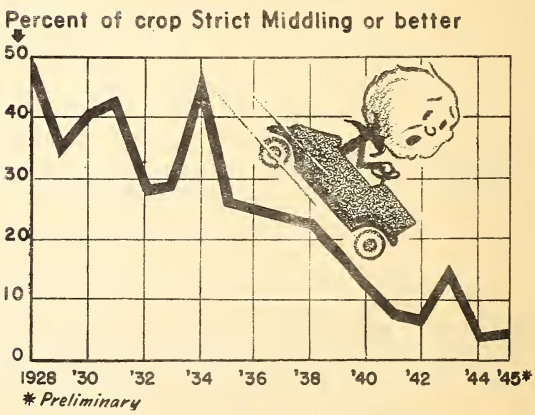
Foreign countries are producing more, some of them selling good cotton cheaper.

RAYON PRODUCTION ZOOMING



Rayon, paper and other products are replacing cotton in many uses.

THE GRADE IS DOWN



Too much of our cotton is short staple, low grade.

Cotton problems are discussed more . . . . . .

-----Are Critical !

In the "Cotton South" farm incomes and living conditions are below national standards.

Many people are on farms too small to make a liying.

Mechanization is reducing the number of people needed in cotton growing.

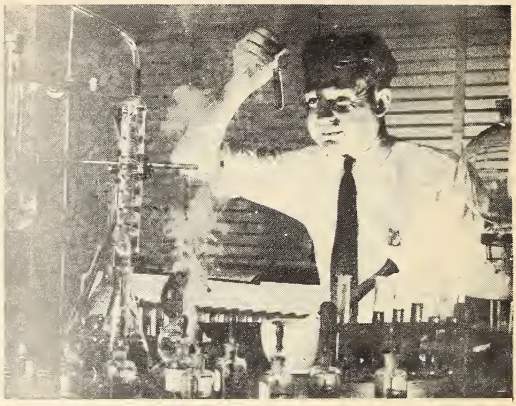
There are not enough industries to absorb all those displaced or unable to make a living.

Best methods are not used on too many farms.

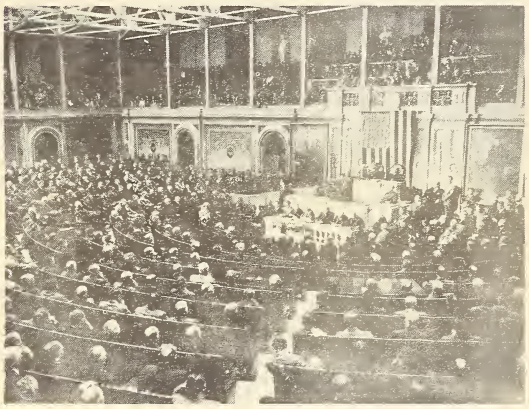
. . . . . .fully in publications described on page 11.

--- But There Is Hope

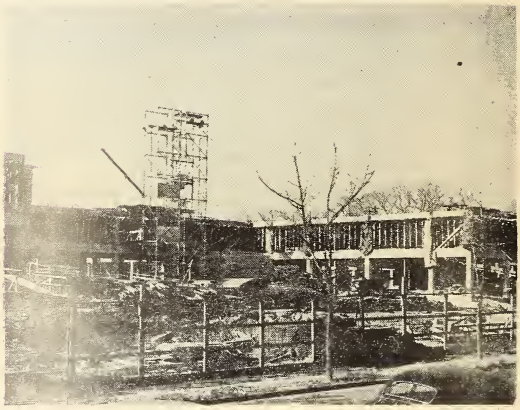
★ FAO and other United Nations Organizations are tackling problems of foreign trade.



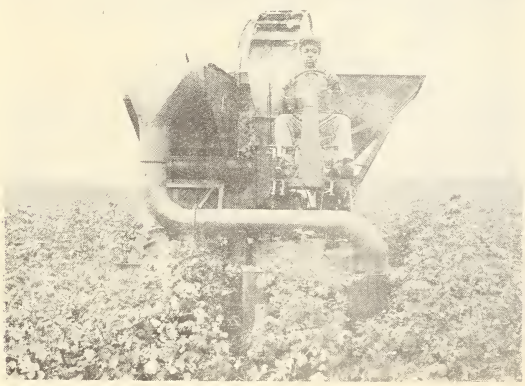
★ New uses for cotton are being developed.



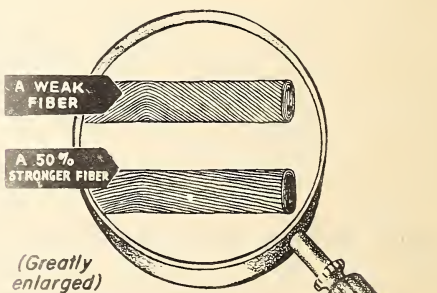
★ Congress has pledged price support of 92½% of parity or more until at least Jan. 1, 1949.



★ More industries are growing up in the South.



★ Mechanization and other efficiency methods are reducing the cost of growing cotton.



(Greatly enlarged)

Each little fiber is made of tiny cellulose strands that form daily in spiral fashion. The spiraling angle differs with varieties. The greater the angle the weaker the fiber.

★ More farmers are growing stronger, longer and more uniform cotton.

What Can He Do?

HE SAYS:

"I grow cotton. By myself, I can't do much about the big cotton problems that have got me worried. But I can think for myself when I have the facts, and I can talk things over with other folks until we get some agreement on what's best to do. We'll come through with some ideas that can be carried out by Washington and by these new world organizations too.

"But meantime I've got a real job to do on my own farm. I've heard about these Seven Steps for better cotton farming, and they sound sensible to me. I've done some of those things, more or less, but I figure it will pay me to go all the way with all of the 7 Steps."

7 STEPS FOR BETTER COTTON FARMING

1. FIT COTTON INTO BALANCED FARMING

2. TAKE CARE OF YOUR SOIL

3. GET TOGETHER ON THE BEST VARIETY

4. MAKE YOUR LABOR COUNT

5. CONTROL INSECTS AND DISEASES

6. PICK AND GIN FOR HIGH GRADE

7. SELL FOR GRADE, STAPLE, AND VARIETY VALUE

For more detail see "Seven Steps" leaflet described on page 11.

Urge cotton farmers to see their Extension agent on how to make these 7 steps pay.

How Many of These

PRESS

For daily and weekly newspapers, farm papers, magazines, trade journals, house organs, and other publications...

- Advertisements: Complete ads on cotton situation and the 7 Steps, or combination ads tying in the cotton theme with the regular sales message, or "drop-ins." See page 12 to get glossies of photos and mats of artwork.

- Special Editions: Use the publications, photos, and artwork listed on pages 11-12. Ask Extension agents for help on local subject matter, stories, pix, etc.

- News and Feature Stories: For artwork and photos to illustrate stories, and for interesting facts, see listed items on pages 11-12.

- Reader Activities: Write-in contests with prizes for best ideas, slogans, actual stories, etc. on how to meet cotton problems or how to farm more efficiently. Sponsorship of demonstrations, discussion meetings, and other events that bring people together.

VISUALS

- Movies and Slide Films: For meetings... see cotton films and slides plus discussion guide listed on page 11. State Extension Services may have others.

- Posters and Exhibits: For store windows, meeting halls, and many other public places...displays can be built using cotton poster listed on page 11. Ask Extension agents for aid in building local displays.

- Charts: For discussion meetings and classrooms...large charts plus written supplements are available as indicated on page 11.

DIRECT MAIL

- Envelope Stuffers: Anyone mailing to cotton growers can economically insert a circular letter, card or a flyer. Artwork in this brochure can be used.

- Extension Mailings: County agents will be sending cotton growers the "7-Step" leaflet listed on page 11, as well as circular letters and postcards suggested in a kit going to Extension Services.

For aids in doing the things . . . . . .

Things Can You Do?

RADIO

- Transcriptions: State Extension Services have platters available... Eight talks or interviews, 5 to 7 min. each, featuring top agricultural officials and prominent cotton authorities. See description on page 11.
- Special Programs: Forums, interviews, talks, etc. can be arranged with the help of Extension agents.
- Program Tie-Ins: Cotton themes can be successfully woven into almost any type of show except straight music.
- Spot Announcements: The "7 Steps" lend themselves to spot announcements, especially when timed seasonally as indicated on page 10. Suggested 15-second spots are being sent from Washington to State Extension Editors.
- Listener Participation: Write-in contests with prizes for best ideas and cotton growing methods--also for local talent shows. Sponsorship of local activities and events to center attention on cotton themes.

SCHOOLS

- Study Courses: Materials on pages 11-12 can be used in economics, government and other courses as well as in agricultural studies.
- Contests: Essay and speaking contests are effective, especially with community recognition and publicity.
- Radio: Educational broadcasts, both for classroom and general audiences, can use some of the suggestions under heading "RADIO" above.
- Visuals: See "VISUALS" on opposite page for classroom aids.

MEETINGS

- Regular meetings sponsored by Extension Service and other government agencies, farm organizations, local citizens groups, schools, etc. are often suitable for programs on cotton questions.
- Special meetings on cotton can be called by interested groups.
- Aids for use in meetings are described under "VISUAL" on opposite page and under "RADIO" above (transcriptions).

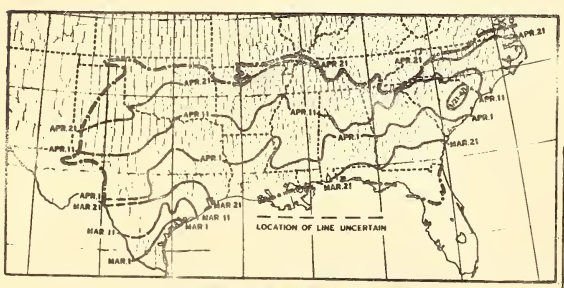
. . . . . suggested above see pages 11-12.

Time Tables

TIMED EMPHASIS ON THE "7 STEPS"

THE STEPS	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Facts the cotton farmer faces	----	----	----				---			----	----	----
Fit cotton into balanced farming	----	----	----								----	----
Take care of your soil			---			----			----	----	----	----
Get together on the best variety	----	----									----	----
Make your labor count			----	----	----	----		----	----	----		
Control insects and diseases		----		----	----	----	----				----	
Pick and gin for high grade						----	----	----	----	----		
Sell for grade, staple, variety, value									----	----	----	----

PLANTING AND PICKING DATES



PLANTING BEGINS

PICKING BEGINS

For Your Aid

Items described below can be ordered from your State Extension Service. In ordering use code numbers on left or tear off this sheet and check items desired.

PUBLICATIONS

1-A. "7 Steps To Help You Face the Future with Cotton." Leaflet, 4 panels folded to 3-3/4"x 8-1/2". Printed. Illustrated with cartoon drawings. Statement by Secretary Anderson plus the 7 Steps for greater efficiency. County agents will distribute to cotton growers.

2-A. "Facts about Cotton and Southern Farming." 64 page handbook, 5-1/8"x 7-3/4". Offset printed. Illustrated with line drawings--charts and cartoons. Cotton issues in detail, also the 7 steps. For use by leaders.

3-A. "Looking Ahead with Cotton"-- Some Trends and Some Choices." Leaflet, 22 pages, 6" x 9". Printed, with charts. For use by leaders.

RADIO AIDS

1-B. Eight transcribed talks and interviews on 4 platters, 5-7 minutes each, featuring prominent authorities, dealing with cotton issues and efficiency steps.

2-B. Scripts on cotton themes, issued when timely.

3-B. Spot announcements. 15-second spots in script form on timely cotton topics.

CHARTS

1/C. Set of about 25 charts, 16" x 22", illustrating cotton problems. Accompanied by mimeographed discussion guide and "quiz". For use at meetings.

POSTER

1-D. "Extra Care, Extra Cash". Color poster, 18"x26". Better picking theme.

SLIDE FILM

1-E. About 60 frames on cotton issues, accompanied by mimeographed narration, discussion suggestions, and "quiz". For use at meetings. Set can be purchased for about $1.00.

MOTION PICTURES

1-F. "Cotton Picking Champions". One-reel, 16mm., sound, teaching short, featuring national cotton picking contest, covers principles of efficient picking.

2-F. "Sam Farmer's Cotton". 3-reel, 16mm., sound. Released in 1938. Shows good cotton farming practices.

3-F. A number of commercial films on cotton, made by various companies, are also avealable. Consult your State Extension Service for help in selecting and ordering them.

PHOTOGRAPHS

1-G. Glossies, 8"x10", for any of the photos in this brochure, namely:

Page 2
(1) Clinton P. Anderson
(2) M. L. Wilson
(3) Oscar Johnston

Page 3
(4) Cotton boll on montage of buildings, people, etc.
(5) Cotton uses

Page 5
(6) Substandard farm
(7) Mechanical cotton picker
(8) Factory
(9) Wrong farming practices

Page 6
(10) FAO conference in Quebec
(11) Laboratory scene
(12) Congress in session
(13) Factory under construction
(14) Flame cultivator
(15) Two strands of cotton under microscope

In addition to the items listed for ordering in this brochure, your State Extension Service may have other cotton publications, radio and visual aids, etc.

Note: Order glossies by description, page number, and code number as given above.

MATS-AD OR FEATURE

1-H. Mats of the following artwork in this brochure:

Page 1
(1) Cartoon, King Cotton (1 col.)

Page 4
(2) Pictograph, Exports Down (2 col.)
(3) Line chart, Foreign Production Up (2 col.)
(4) Pictograph, Carryover Ups Supply (2 col.)
(5) Line chart, Rayon Production Zooming (2 col.)
(6) Pictograph, The Grade Is Down. (2 col.)

Page 7
(7) Cartoon, typical cotton farmer (2 col.)
(8) Cartoon, Fit Cotton into Better Balanced Farming (1 col.)
(9) Cartoon, Take Better Care of Your Soil (1 col.)
(10) Cartoon, Get Together on the Best Variety (1 col.)
(11) Cartoon, Make Your Labor Count (1 col.)
(12) Cartoon, Control Insects and Diseases (1 col.)
(13) Cartoon, Pick and Gin for High Grade (1 col.)
(14) Cartoon, Sell for Grade and Staple Value (1 col.)

2-H. Mat of the cotton boll and "7-Steps" head from coverpage of leaflet, "Seven Steps that Will Help You Face the Future with Cotton" (1 col.)

3-H. Mats of the following line drawings from the handbook "Facts about Cotton and Southern Farming:"
(1) Line chart, U. S. Production Decreased - from page 10 (2 col.)
(2) Pictograph, More Longer Staple Cotton - from page 24 (2 col.)
(3) Cartoon, Cotton Prices in U. S. are Higher - from page 19 (2 col.)
(4) Cartoon, Extra Profits on a Sound Basis - from page 61 (2 col.)

Note: In ordering mats, use descriptions, page numbers and code numbers as given above.